

Note for Weinstein, Barbara

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**From:** Moose, Jim  
**Date:** Fri, Oct 20, 1995 2:57 PM  
**Subject:** YTD Brand Promo + Future  
**To:** Beran, Dave; Blumenson, Gail; Conrad, Nancy; Gawronski, Edward; Johnson, Lillian; Joyce, Ed; Levy, Carolyn; Lewis, Arlene; Murphy, Dan; O'Brien, Sheila; Piscitelli, Patrick; Rubin, David; Saloun, Tom; Schwartz, Andrew; Shah, Biren; Sinha, Arun; Weinstein, Barbara  
**File(s):** YTD Brand Promo + Future

Promotional shipments for the week ending 10/20 were 271 million units versus an expectation of 335 million units, broken out as follows:

- B&H 1 Mn units actual vs. 1 Mn units expected
- Basic 42 Mn units actual vs. 47 Mn units expected
- Cambridge 1 Mn units actual vs. 1 Mn units expected
- Marlboro 227 Mn units actual vs. 268 Mn units expected

Promotional units for the week ending 10/27 are expected to be 576 million units, broken out as follows:

- Alpine 1 Mn units
- Basic 125 Mn units
- Cambridge 4 Mn units
- Marlboro 446 Mn units

As can be seen in the enclosed spreadsheet, the current Marlboro B4G1F promotion is expected to be approximately 97% shipped (1.04 Bn of 1.07 Bn) by 10/30 (unprecedented speed in execution!).

Please let me know if you have any questions.

Jim

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